

UTAH OFFICE OF TOURISM BOARD MEETING AGENDA

Friday, September 11th, 2020 – 10:00am to 12:00pm

Virtual Meeting Via Zoom: Description:

Join Zoom Meeting

<https://us02web.zoom.us/j/82385509326?pwd=UnNtaTk1RE8xaU1wczlYem0rcmt6QT09>

Meeting ID: 823 8550 9326

Passcode: 620724

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:05 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am
4. Marketing Committee Report:
 - a. CARES funding opportunities
 - i. Meet in Utah \$2,000,000 - Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
 - ii. Zion Shuttle Assistance - \$205,000 - Vicki Varela, Managing Director, Utah Office of Tourism - 10:35 am
 - iii. Tour Operator Incentive Program \$200,000 - Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism - 10:40 am
 - iv. Grand County Assistance \$100,000 - Bianca Lyon, Director of Community and Partner Relations, Utah Office of Tourism - 10:45 am
 - b. Ski+ FY2020/2021 Integrated Marketing Campaign plan review
 - i. Goals and Creative Strategies - Kylie Kyllack Head of Client Partnership, and Scott Sorenson Creative Director STRUCK - 10:50 am
 - ii. Review and Board Approval of \$3,116,739 Media Buy - Jonathan Smithgall, Vice President Digital Marketing and Media, and Megan Griffin, Vice President of Legacy Media Love Communications-11:00 am
 - iii. Content Strategy - Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism 11:20 am
5. UTIA Update: Cody Adent, Executive Director, Utah Tourism Industry Association - 11:45 am
6. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The October board meeting will be held on Friday, October 9th location TBD.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state